**METHOD**: Eating Sour Patch Kids candy while talking to an employee, with a sour expression. With the sour candy on my left hand, I would pick at pieces, eat the candy, and try to leave the most sour face on while speaking to the employee. I asked about either a specific item, or what they thought of it, to maximize reaction, and encourage further conversation.

**FINDINGS**: Most employees tried not to react to my expression; others snickered and went to tell another employee, about what just happened. I personally found it hard at first to get into it, but into my 3 experience I felt more at ease, relaxed and stared to have fun. It’s a good feeling free to spontaneously do what I wanted.

**DISCUSSION**: Breaking this specific social norm was fun, and not so difficult to accomplish due to the fact that employee have an obligation to interact with customers such as myself. Being a prior customer service represeative at Shop Rite for three years, I know myself how weird some customers can get. I feel if that had I not targeted employees I would have never got a reaction besides stares and, people walking away.

**FIELD NOTES REACTIONS:**

Home Depot: Difference in Paint Brushes

Employee #1 (Male): Concerning face, looking at candy in my hand while pointing out brushes

Employee #1 (Male): “What in the world are those?”

Employee #2 (Male): “Their Sour Patch Kids,” laughs , “yeah they are really sour” Laughs for a bit leaves

Employee #1 (Male): “My goodness, “ continues explaining.

Employee #2 (Male): Comes back at end of ile and laughs, says his kids eat them to.

Me: Would you like to try one sir?

Employee #1 (Male): “On No,” went on to explain corner paint brushes

Petco: What is the difference between Holistic Pet Foods?

Employee (Female): Points out two levels of foods, points out first ingredient in each bag, never looks at candy

Me: Squinting Hard

Employee (Female): No expression, no comment, just blank stare.

Me: What kind of dog do you have ?

Employee (Female): Finally laughs, I don’t understand the name of the dog because she’s laughing and talking at the same time.

Me : Which on is better chicken or beef ? “Pucker face”

Employee (Female): Get silent again, explains chicken is better, but ultimately doesn’t matter.

Me: Would you like to try one ?

Employee (Female): Laughs really hard, whips her hair back says, “No Thanks, chuckling, is there anything else I can help you with?”

Me: No, No choke little bit